



NICK BROTHERS

COPYWRITER • ADVERTISING • SOCIAL MEDIA

Harnessing the power of the idea to drive impact.

GET IN TOUCH

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ABOUT ME

You only have a reader's attention for three seconds — I make them count. I devise campaign concepts and turn them into long and short-form content packages that make an impact. My mission is to successfully tailor my approach for each client, and use my unique style to achieve results.

Learn more:

[Linkedin.com/in/nick-brothers](https://www.linkedin.com/in/nick-brothers)

SPECIALTIES

- Campaign concepting
- Editorial, video and digital
- Creative collaboration
- Social media strategy

EDUCATION

B.A. | English / Journalism
University of Arkansas | 2014

EXPERIENCE

Copywriter | UT Center for Health Communication

Dec 2019 – Present | Austin, TX | University public health agency

- Advocating opioid overdose prevention via statewide video, print, email, direct mail & digital campaigns
- Achieved 3M+ video ad impressions & 82% completion rate
- Translating health-related facts, benefits, policies & research insights for key demographics

Content Strategist - Special Projects Lead | SelfMade

June 2018 – Sept 2019 | Austin, TX | eCommerce startup

- Maintained a 33% Open Rate and 7% CTR across email
- Achieved above a 3% CTR average across social media advertising campaigns
- Composed high-quality multi-channel copy for 100+ ecommerce customers

Public Involvement Coordinator | CD&P

Mar 2018 – June 2018 | Austin, TX | Public relations & events

- Facilitated public outreach & strategic messaging for transportation & community development
- Conducted mail out campaigns to over 600+ taxpayers

Managing Editor | Hill Country News

May 2017 – Mar 2018 | Cedar Park, TX | Print & digital media

- Contributed 4 to 6 news, editorial & feature articles per week while consistently meeting daily deadlines
- Modernized digital presence of newspaper through redesign & optimization of SEO formatting, increasing web readership by 21%

ENDORSEMENTS

- "Nick is a meticulously thoughtful and holistic thinker. He approaches all situations with optimism and a "how can I help?" attitude. Nick is a brilliant creative who can easily "switch gears" when it comes to juggling multiple projects and creative directions. He's one of the most diligent people I've worked with and will be a valued asset to any team."
– Kyle Bellar | Creative Director, SelfMade
- "Nick is a strong, versatile copywriter with an impressive work ethic. He regularly looked for ways to improve how we were working, and could always be counted on to deliver high quality work, under pressure." – Katie Horgan | VP of Operations, SelfMade